

Station WWSB-TV SARASOTA, FL  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product P-USA ACTION  
 Estimate# 1521  
 Buyer CASEY BESETTE  
 Phone#  
 Fax#  
 Agency ( ) MUNDY KATOWITZ MEDIA  
 1322 G ST SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 321/340/1521  
 Flight Dates 08/21/2012 - 08/27/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) BRAD PHILLIPS  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S  
 REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN  
 NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY  
 BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO  
 RACE OR ETHNICITY.

--- REMARKS ---  
 NEW PRIORITIES ORDER  
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-630A	NEWS	:60	\$500.00	08/21-08/24	1	1	1	\$500.00	
	2	TU-F	8A-9A	GMA	:60	\$700.00	08/21-08/24	3	1	3	\$2,100.00	
	3	TU-F	11A-12P	VIEW	:60	\$400.00	08/21-08/24	1	1	1	\$400.00	
	4	TU-F	7P-730P	WHEEL	:60	\$800.00	08/21-08/24	3	1	3	\$2,400.00	
	5	TU-F	730P-8P	JEOPARDY	:60	\$800.00	08/21-08/24	1	1	1	\$800.00	

---REPORT TOTALS---  
 Report Totals: 9 / \$6,200.00

---SALES MONTHLY TOTALS---  
 Aug 12: 9 / \$6,200.00  
 Sales Totals: 9 / \$6,200.00  
 Sep 12: 0 / \$0.00

Rep Order# 9797735 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/20/2012 11:52 AM  
Last Received: 08/20/2012 11:28 AM  
Showing Buylines: All Lines

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Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1521  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Station Totals: 9 / \$6,200.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$110,714

CABL 0%	UNKN 0%	WBSV 0%	WFLA 22%	WFTS 22%
WTOG 1%	WTSP 22%	WTTA 4%	WTVT 20%	WWSB 5%

Books null  
Demos RA35+

**CONTRACT**

**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

And:

**MUNDY KATOWITZ MEDIA**  
1322 G STREET, SE  
WASHINGTON, DC 20003

<b>Contract / Revision</b> 31484 /		<b>Alt. Order #</b> 09797735
<b>Product</b> 1521/P-USA ACTION		
<b>Contract Dates</b> 08/21/12 - 08/27/12		<b>Est. #</b> 1521
<b>Advertiser</b> PRIORITIES USA ACT		<b>Original Date / Revision</b> 08/20/12 / 08/20/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WWSB	<b>Account Executive</b> BRAD PHILLIPS	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 321	<b>Product Code</b> 340
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/21/12	08/24/12	ABC 7 Sunrise News @	6a-7a		1:00			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				1	\$500.00			
N 2	7	08/21/12	08/24/12	Good Morning America	7-9a		1:00			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				3	\$700.00			
N 3	7	08/21/12	08/24/12	The View	11a-12p		1:00			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				1	\$400.00			
N 4	7	08/21/12	08/24/12	M-Sa 7-730p	WHEEL		1:00			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				3	\$800.00			
N 5	7	08/21/12	08/24/12	M-Sa 730-8p	JEOPARDY		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				1	\$800.00			
<b>Totals</b>											<b>9</b>	<b>\$6,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/24/12	9	\$6,200.00	\$5,270.00
<b>Totals</b>	<b>9</b>	<b>\$6,200.00</b>	<b>\$5,270.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.